

A Study on Impact of Customer Review on Online Purchase Decision with Amazon

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Abstract— This study investigates the influence of online customer reviews on consumer purchase decisions on Amazon within the Indian market. Employing a descriptive, quantitative approach, data were collected through structured questionnaires from 170 respondents, focusing on review attributes such as sentiment, credibility, volume, regency, and multimedia content. The findings reveal that a majority of consumers (95.3%) read reviews prior to purchasing, with positive reviews exerting the strongest influence on purchase intent. Most respondents trust Amazon reviews (52.4%) and consider reviews with images or videos more impactful than text alone. Additionally, nearly 82% reported changing their purchase decisions based on reviews, highlighting the significant role of online feedback in shaping consumer behavior. These insights underscore the importance for businesses to strategically manage and leverage online reviews to enhance trust, drive sales, and foster long-term customer engagement in the competitive e-commerce landscape.

Keywords— Customer Review, Online Purchase Decision, Consumer Behaviour, E-commerce, Online Shopping, Product Ratings, User-Generated Content, Trust and Credibility, Buying Intentions, Review Quality, Review Quantity, Purchase Influence, Digital Marketplace, Customer Feedback.

I. INTRODUCTION

In the past, when the peoples was wanted to purchase the goods and services, they want to visit several stores to do. But technology enabled both the behaviour of online purchasing and the idea of customer reviews on websites became more widespread. In order to maintain the status of the company, online reviews became more crucial. Customers who have used or purchased a particular product from a foolish provide online reviews. Online reviews have spawned a brand-new medium foe marketing and communication that fills the void between informal recommendations and the kind of critical criticism that can transform a company. The value of online reviews is actually amazing because they increase purchases. Today's customer can easily share his experience and opinion about a specific product or service with an infinite number of other consumers around the world through feedback and online reviews due to internet, which has empowered him to transform himself from a passive to an active and informed

consumer. From electronic word-of-mouth, potential customers of that specific product or service use these reviews or feedbacks. In actuality, there are online review communities where everyone may share and hear various viewpoints, and people can reconsider their opinions after hearing from others.

The influence of online customer reviews on other consumer's purchasing decisions is growing. The purposes, functions and characteristics of the many online platforms for product reviews, such as blogs, retail websites, social media, video platforms and independent reviewing platforms, differ. Word-of-mouth has become more widespread as a consequence of the development of the internet, allowing people to more quickly access the ideas, assessments and experiences of others. This phenomenon is sometimes referred to as electronic word-of-mouth communication. As a result, there are more opportunities than ever for people to gather and share information about products. Instead of relying solely on face-to-face WOM,

people are now able to share information via a variety of online channels, including blogs, discussion forum, chat rooms, new groups and online reviews. Despite this, there is now more information available than ever before that could affect and support consumer decision-making.

In the era of digital commerce, online shopping has transformed the way consumer make purchasing decisions. With the absence of physical interaction with products, potential buyers increasingly rely on the experiences and opinions of others to guide their choices. Customer reviews therefore have emerged as a powerful tool in shaping consumer behaviour and influencing decisions.

These reviews not only provide first-hand insights into product quality and performance but also build trust and transparency businesses and consumers. This study aims to explore the extent to which customer reviews impact online purchase decisions, examining factors such as review credibility, volume, sentiment and relevance. Understanding this relationship is crucial for businesses seeking to enhance customer engagement, improve product offerings and drive sales in a competitive online marketplace.

For e-commerce sites, online customer review has the power to act as digital word-of-mouth, greatly affecting users purchasing decisions. Our online testimonials have weaved a transparent and trustworthy that influences decisions in this way. Positive feedback, such as compliments from friends, boost self-esteem by highlighting the advantages of the product and dispelling any misgiving. Conversely, unfavourable evaluations act as warning signs, reveal defects, and discourage impulsive purchases. In addition to the star rating, the thorough evaluations also include invaluable details about the user experience that paint a picture of the functionality, fit and cost effectiveness of the product. The success or failure of an e-commerce service in the area of customer pleasure and trust is determined by the collective wisdom of the others, which is ensured by this kind of access for customer who are thinking about accepting a product.

In today's digital world, customer reviews are a major factor influencing buying decisions rather than a minor component. Through comprehension of review's implications, subtleties, and ethical implication, brands may effectively utilize them to establish credibility, enhance their products and finally, attain enduring prosperity. Continued focus, dedication to openness and a readiness to pick up on and modify based on the insightful feedback that customers offer are all necessary for this journey. One thing will always be the same as the world changes: consumer reviews will always have a significant influence on the decisions we make, and companies who recognize and

value their impact will be well positioned to prosper in this paced market. Purchase intention can be used to predict clients' subjective propensity to make purchases.

The impact of various online reviews has been investigated, as well as how internet reviews affect buy intent and valence, similarity, quality and other characteristics. Customers' views and decisions are influenced differently by different types of conflicting comments according to research on contradictory statements found in online comments. The value of reviews is influenced by review quality and peripheral cues, and this has a positive effect on receivers' purchase intent.

India's online shopping scene has developed into a dynamic experience that is tailored to each customer's unique needs and preference. Trends like AI-powered personalized recommendations, voice assistant integration for hands-free shopping, the use of regional languages in interfaces for easier access, hyper local delivery services for speedier fulfilment, and seamless Omni channel experiences connecting online and offline shopping have all contributed to this development. These trends highlight how the Indian e-commerce market is always changing in terms of both customer preference and technology breakthroughs.

II. LITERATURE REVIEW

1. **Tao Chen et al. (June 2022)**-Conducted an eye-tracking study to investigate how online reviews influence consumer purchasing decisions. They found that negative comments, particularly for female consumers, significantly shape purchase intentions.
2. **Semila Fernandes et al. (February 2022)**-Emphasized the importance of online ratings, particularly in emerging markets like India, where consumers heavily rely on reviews to make purchasing decisions. Their study aimed to design a scale to assess how online reviews influence consumer behaviour, identifying factors such as source credibility, quantity, language, and topic relevance.
3. **Efthymios Constantinides and Nina Isabel Holleschovsky (February 2022)** -Highlighted the transformation brought about by Web 2.0 technologies, leading to the emergence of social electronic word-of-mouth (eWOM) and the significance of online product reviews in influencing consumer decisions.
4. **Tao chen, Premaratne sa maranayake, xiong ying cen, meng Qi and yichen lan (2022)**-Online product reviews on consumer choices, with a specific focus on gender differences. Findings reveal a notable tendency for consumers especially females, to pay significantly more attention to negative comments than positive ones.

5. **Furthermore, Guo et al. (2020)**-Showed that pleasant online customer reviews lead to a higher purchase likelihood compared to unpleasant ones. They also found that perceived credibility and perceived diagnosticity have a significant influence on purchase decisions, but only in the context of unpleasant online customer reviews. These studies suggest that online product reviews will influence consumer behaviour but the overall effect will be influenced by many factors
6. **Likewise, Boardman and McCormick (2021)**-Found that consumer attention and behaviour differ across web pages throughout the shopping journey depending on its content, function, and consumer's goal.
7. **Bettina von Helversen et al. (January 2018)**-Examined the influence of consumer reviews on online purchasing decisions among older and younger adults, highlighting differences in decision-making processes between the two age groups.
8. **Bettina von Halverson, Katarzyna Abramczuk, Wiesaw Kope, and Radoslaw Nielek (2018)**-Discussed how product features, average consumer ratings, and single, highly affective positive or negative consumer reviews affected hypothetical online shopping decisions of younger and older persons. They discovered that average consumer ratings have a significant impact on pupils, while older persons placed less value on consumer data like positive, affective reviews. This illustrates how customer behaviour varies by age. Positive reviews, picture reviews, extra reviews, cumulative reviews, and description rating are among the elements of online reviews that are impacting consumer purchase behaviour.
9. **According to research by Fei L. Weisstein, Lei Song, Peter Andersen, and Ying Zhu (2017)**-Examined the moderating impact of buying intentions when examining the effects of adverse reviews on customer pricing perception and subsequent purchase behaviour. The findings of their study indicate that more adverse evaluations with a purchase aim than without are to blame for the bigger negative effects on consumers' purchasing decisions. This study adds to our understanding of unfavourable online reviews and consumer goals literature while also providing online retailers some useful takeaways.
10. **According to research by Zan Mo, Yan-Fei Li, and Peng Fan from (2015)**-The outcomes do not depend on the positive or negative ratings, logistical score, or service score. As a result, in order to give customers incentives, sellers can create favourable and thorough reviews during the sales process.
11. **According to research by Prabha Kiran and Vasantha S. (2015)**-Customers' perceptions of risk can be significantly reduced, which can motivate them to make purchases when they buy online. Buyers' comments and opinions help future customers make informed decisions about what to buy, but they also help businesses improve the quality of their goods and services. Social media significantly affect customer behaviour through online reviews and advertisements, search results, user comments, and online marketing initiatives.
12. **According to study by Simona Vinerean, Iuliana Cetina, Luigi Dumitrescu, and Mihai Tichindelean from (2013)**-Peer communication through social media, in particular, has a significant impact on how consumers make decisions. Different factors have an impact on how consumers of different ages behave when making purchases.
13. **Ma, Y. J., & Lee, H. H. (2012)**-Discuss how online reviews affect consumers' purchase decisions and what motivates them to participate in online reviews. Their study suggests that online marketers should consider streamlining user evaluations and offering some guidance for composing them. Consumers should adhere to certain standards while writing reviews because these reviews have an impact on customers' purchase decisions. The homogeneity of evaluations can be improved because consumers rely on them to learn more about goods and services.
14. **Miao Sun et al. Jang et al. (June 2012)**-Investigated how consumers use product reviews in the purchase decision process, finding that reviews play a more significant role in consideration set formation compared to the choice stage.
15. **Ghose and Ipeirotiss, (2010)**-The effect of the level of detail in a product review, and the level of reviewer agreement with it on the credibility of a review, and consumers' purchase intentions for search and experience products (Jiménez and Mendoza, 2013). For example, by means of text mining, Ghose and Ipeirotiss (2010) concluded that the use of product reviews is influenced by textual features, such as subjectivity, informality, readability, and linguistic accuracy.

III. RESEARCH GAP

Lack of Integrated Framework on Review Attributes: While multiple studies examine various elements of online reviews—such as language, credibility, emotional tone, quantity, and format (text/image)—there is **no comprehensive model or framework** integrating these variables to assess their **combined influence on consumer purchasing behaviour**.

Limited Exploration of Cultural and Regional Contexts (Especially India): Only a few studies (e.g., Semila Fernandes et al.) touch upon the emerging markets like India. There is a **gap in understanding how cultural or regional factors** (such as trust levels, consumer literacy, digital penetration) **moderate the effect of online reviews** in the Indian context.

Inadequate Focus on Product Categories and Industry-Specific Impact: The reviewed literature generally discusses **online reviews in a broad or hypothetical manner**, without distinguishing between **product categories** (e.g., electronics vs. furniture vs. fashion) or **industry-specific nuances**.

Demographic Diversity Beyond Age and Gender Underexplored: Although some studies examine the impact of age and gender (e.g., Tao Chen et al., Bettina von Helversen et al.), there is limited investigation into how **other demographic factors** like income level, education, or urban vs. rural location **influence responses to online reviews**.

Neglect of Multimedia Reviews and Their Effectiveness: While textual reviews are widely studied, **visual elements such as photo or video reviews**, which are increasingly common in e-commerce platforms, are **largely ignored** in the existing literature.

Temporal Dynamics and Review Freshness: The effect of **review recency or freshness** (i.e., how recent a review is) on consumer decisions remains **understudied**, though this may significantly impact credibility and relevance.

Lack of Longitudinal Studies: Most studies employ cross-sectional data. There is a **lack of longitudinal research** to track **changes in consumer perception and behaviour over time** due to evolving online review ecosystems.

Role of AI-Generated or Fake Reviews: With the growing concern over **fake or AI-generated reviews**, there is limited research on how **consumers detect, interpret, and respond to potentially inauthentic reviews**.

Behavioral Outcomes beyond Purchase Intent: Most studies focus solely on purchase intentions. There is a need to explore **other behavioural outcomes** such as **brand loyalty, product returns, word-of-mouth, and post-purchase satisfaction**.

Psychological and Emotional Triggers in Reviews: Though some research acknowledges the emotional tone of reviews, **specific psychological mechanisms** (e.g., fear of missing out, trust, cognitive dissonance) through which **online reviews affect decision-making** are not deeply explored.

Statement of the Problem:

Despite the increasing significance of online reviews in shaping consumer purchasing behaviour, existing research remains fragmented and insufficiently integrated. Various studies have examined individual elements of online reviews—such as language, source credibility, emotional tone, quantity, and review format—but there is **no comprehensive framework** that encapsulates their **combined influence** on consumer decision-making. Furthermore, the **Indian consumer landscape**, characterized by diverse cultural norms, digital literacy levels, and regional disparities, remains **underexplored**, particularly in the context of how these factors moderate the impact of online reviews.

Additionally, current literature tends to treat online reviews generically, **without adequate consideration of industry-specific or product category variations**. While demographic factors such as age and gender have been partially studied, **other crucial dimensions** like income, education, and urban–rural differences have received **limited attention**. Moreover, the growing prevalence of **multimedia reviews** (photos and videos) on e-commerce platforms and the increasing risk of **AI-generated or fake reviews** have not been adequately addressed in existing studies.

The **temporal dimension** of reviews (i.e., freshness or recency), **longitudinal effects** of evolving review ecosystems, and **behavioural outcomes beyond purchase intent** (e.g., brand loyalty, product returns, and post-purchase satisfaction) also remain **largely overlooked**. Finally, there is a lack of deep exploration into the **psychological and emotional mechanisms**—such as trust, cognitive dissonance, or fear of missing out—that mediate the influence of online reviews on consumer behaviour. These gaps point to the pressing need for a holistic, contextually grounded, and multi-dimensional study that addresses these deficiencies in current research.

Need For the Study:

In the rapidly growing digital marketplace, customer reviews have emerged as a crucial determinant of online purchase decisions. With platforms like Amazon becoming dominant players in e-commerce, consumers increasingly rely on user-generated content—especially reviews—to assess product quality, compare alternatives, and reduce perceived purchase risks. Unlike traditional word-of-mouth, these reviews are publicly accessible, persistent, and often accompanied by rating systems and multimedia content.

Despite the prevalence of reviews on Amazon, there is a lack of in-depth understanding of how different aspects of these reviews—such as sentiment, credibility, quantity, recency, and format (textual or visual)—influence

consumer behaviour. Furthermore, in the Indian context, where consumers show varying levels of digital literacy, trust in online sources, and buying power, the impact of customer reviews may differ significantly across demographic and psychographic segments.

This study is therefore necessary to:

- Identify which review attributes most significantly affect consumer buying behaviour on Amazon.
- Understand consumer perceptions and trust levels regarding customer reviews.
- Bridge the knowledge gap by exploring this phenomenon in an India-specific and platform-specific (Amazon) context.
- Provide actionable insights for marketers, sellers, and platform designers to enhance review systems and optimize consumer experience and sales conversions.

By focusing on Amazon—one of the world's leading e-commerce platforms—this study aims to contribute meaningful findings that reflect real-world consumer behaviour patterns, supporting both academic inquiry and practical strategy development in the online retail space.

Objectives of the Study:

- To analysis the influence of customer reviews on consumer trust and confidence in online shopping.
- To investigate the significance of reviews volume and rating scores in online purchase decision.
- To explore the moderating effect of demographic factor on the influence of customer reviews.
- To provide recommendation for businesses on how to leverage customer reviews to enhance online sales and customer satisfaction.

Scope of the Study:

The following study focuses on understanding how customer reviews influence online purchasing decisions specifically on the Amazon platform. The scope of the research encompasses the following dimensions:

1. **Platform Specific Focus – Amazon:** The study is confined to Amazon, one of the leading e-commerce platforms in India and globally. It will examine how reviews on Amazon—both text-based and multimedia—affect the decision-making process of customers.
2. **Consumer Behavior Analysis:** The study explores the behavioural responses of consumers to various review attributes such as star ratings, number of reviews, review recency, sentiment (positive/negative), language clarity, reviewer

credibility, and review format (text, image, or video).

3. **Demographic Considerations:** The research will consider the influence of demographic factors such as age, gender, income, education level, and geographic location (urban/rural) on how customers interpret and act upon reviews.
4. **Product Categories:** The scope includes a selection of major product categories on Amazon (e.g., electronics, apparel, home appliances, books) to determine whether the impact of reviews varies across different types of products.
5. **Geographical Scope:** The study primarily focuses on Indian consumers, capturing diverse regional and cultural attitudes toward online reviews and trust in digital platforms.
6. **Time Frame:** The research is based on current consumer trends and perceptions, providing a snapshot of the impact of customer reviews during the present e-commerce landscape.
7. **Limitations on Seller Perspectives:** The study is limited to consumer-side analysis and does not explore how sellers manage, respond to, or influence reviews.

The study provides a comprehensive analysis of the role of customer reviews in influencing online purchase decisions on Amazon, offering insights that are both practically relevant for marketers and academically significant for future research.

Hypotheses of the Study:

H1: There is a significant relationship between the **overall customer review rating** and consumers' online purchase decisions on Amazon.

H2: The **sentiment of customer reviews** (positive or negative) significantly influences consumers' purchase intentions on Amazon.

H3: The **credibility of the reviewer** (e.g., verified purchase, helpful votes) positively impacts consumer trust and purchase decisions.

H4: The **quantity of customer reviews** available for a product significantly affects the likelihood of purchase on Amazon.

H5: The **recency of reviews** (i.e., how recent they are) has a significant influence on the consumer's purchase decision.

H6: **Multimedia reviews** (reviews with images or videos) have a greater influence on purchase decisions than text-only reviews.

H7: There is a significant difference in the impact of customer reviews on purchase decisions across different **demographic segments** (e.g., age, gender, income, education).

H8: The **impact of customer reviews varies across product categories** (e.g., electronics, clothing and home appliances) on Amazon.

H9: Consumers' **perceived trust in Amazon's review system** significantly moderates the relationship between reviews and their purchase decisions.

H10: Consumers who frequently rely on customer reviews are **more likely to exhibit brand loyalty and post-purchase satisfaction**.

Limitations of the Study:

The study aims to provide valuable insights into the influence of customer reviews on online purchase decisions via Amazon, it is subject to several limitations:

1. **Platform-Specific Focus:** The study is confined exclusively to Amazon, and the findings may not be generalizable to other e-commerce platforms such as Flipkart, Myntra, or international platforms like eBay or Walmart.
2. **Geographical Limitation:** The research primarily focuses on Indian consumers, which may limit the applicability of the results to consumers from other countries with different online shopping behaviors and cultural contexts.
3. **Self-Reported Data Bias:** Data collected through surveys or questionnaires may be influenced by respondents' perceptions, memory recall, or social desirability bias, which can affect the accuracy of the findings.
4. **Limited Product Categories:** The study may only include a few product categories (e.g., electronics, fashion, home appliances), and the impact of customer reviews on other categories might differ.
5. **Dynamic Nature of Online Reviews:** Online reviews are constantly changing, and consumer behavior is influenced by trends, promotions, and seasonal factors. Hence, the findings represent a **snapshot in time** and may not account for evolving patterns.
6. **Exclusion of Seller Perspectives:** The study focuses solely on the consumer perspective and does not consider how sellers respond to or manage customer reviews, which could influence purchase decisions indirectly.
7. **Limited Consideration of Fake or Manipulated Reviews:** Although the issue of fake or AI-

generated reviews is acknowledged, the study may not be able to comprehensively distinguish or evaluate their specific impact on consumer behavior.

8. **Technological Limitations:** Advanced techniques such as eye-tracking, behavioral analytics, or sentiment mining are not employed, which could have offered deeper insights into consumer responses to reviews.
9. **Sample Representation:** If the study sample is not adequately diverse in terms of demographics or geographic location, sampling bias may affect the representativeness and generalizability of the findings.

These limitations should be taken into account when interpreting the results, and future research can address these gaps to develop a more comprehensive understanding of the topic.

IV. RESEARCH METHODOLOGY

1. Research Design: The study adopts a **descriptive and quantitative research design** to analyze the impact of customer reviews on consumers' online purchase decisions. The aim is to understand the relationship between various review attributes (e.g., sentiment, credibility, quantity) and consumer behavior on Amazon.

2. Data Collection Method:

- **Primary Data:** Data will be collected using a **structured questionnaire** distributed to Amazon users through **online surveys** (Google Forms, email, and social media).
- **Secondary Data:** Relevant secondary data will be gathered from **academic journals, market research reports, and Amazon review samples** to support the literature review and theoretical framework.

3. Sampling Method:

- **Sampling Technique:** **Non-probability convenience sampling** will be used to select respondents who have prior experience purchasing products on Amazon.
- **Sample Size:** A sample of **170 respondents** will be targeted to ensure adequate representation and statistical validity.

4. Target Population:

- Individuals aged **18 and above** who have made at least **one purchase on Amazon in the past 6 months**.
- The study will cover a diverse group based on **age, gender, education, income, and region** within India.

5. Research Instrument: A structured questionnaire will be designed with closed-ended questions using a **5-point Likert scale** to measure factors such as:

- Review sentiment (positive/negative)
- Review credibility (verified buyer, helpful votes)
- Review quantity and recency
- Multimedia review influence (images/videos)
- Impact on trust, purchase intent, and satisfaction

6. Data Analysis Techniques: The collected data will be analyzed using statistical tools such as: **Chi- Square Test**

7. Duration of Study: The research is expected to be conducted over a period of **6–8 weeks**, including questionnaire design, data collection, analysis, and interpretation.

8. Ethical Considerations:

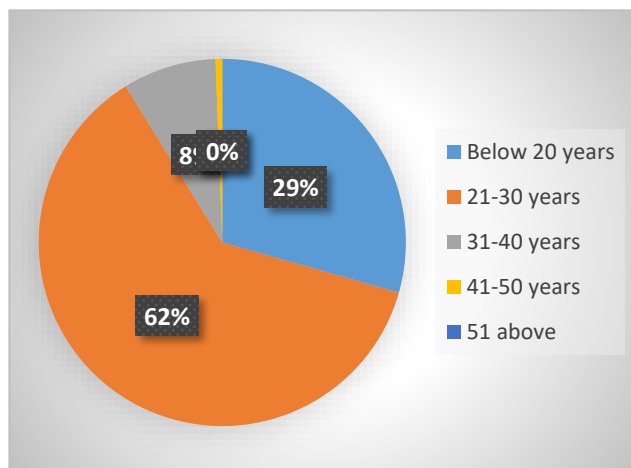
- Participation will be **voluntary and anonymous**.
- Respondents will be informed about the **purpose of the study** and their right to withdraw at any time.
- Data will be used solely for **academic purposes**.

V. DATA ANALYSIS & INTERPRETATION

1.Age

Age	No. of responses	Percentage
Below 20	50	29.40%
21-30 years	105	61.80%
31-40 years	14	8.20%
41-50 years	1	0.60%
51 above	0	0.00%
Total	170	100%

Table no.1



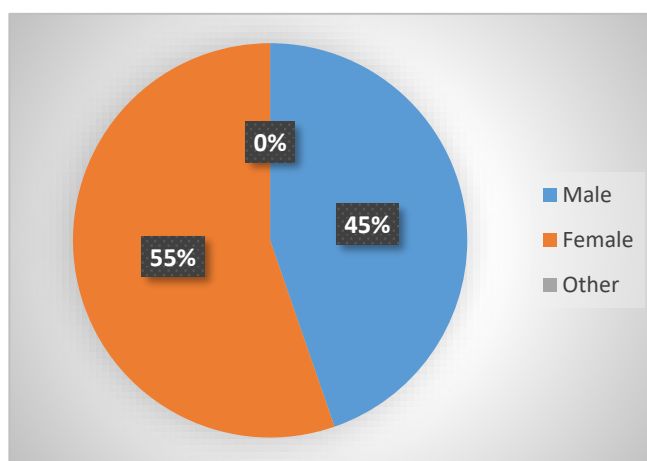
Graph no.1

Interpretation: The above chart shows the most of the responses from the 21-30 i.e:105 responses (62.80%), the next responses is the age of below 20 years i.e: 50 responses (29.40%), next responses is the age of 31-40 i.e:14 responses (8.20%) and very less responses from the age of 41-50 i.e: 1 responses (0.60%). No responses are aged 51 above. Through this we can know that the most responses are the age of 21-30 years.

2. Gender:

Gender	No. of responses	Percentage
Male	76	44.70%
Female	94	55.30%
Other	0	0
Total	170	100%

Table no.2



Graph no.2

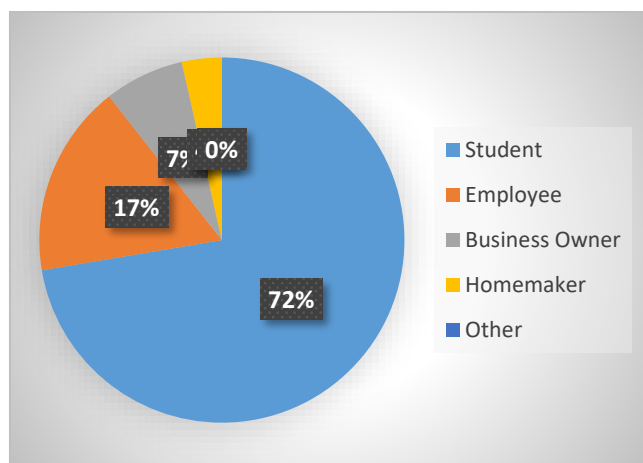
Interpretation: The above chart shows that the most of the responses are female i.e: 94 responses (55.30%). The males

where we got i.e: 76 responses (44.70%) . Through this we can know that the most responses are the females.

3. Occupation:

Occupation	No. of responses	Percentage
Student	123	72.40%
Employee	29	17.10%
Business Owner	12	7.10%
Homemaker	6	4%
Other	0	0.00%
Total	170	100%

Table no.3



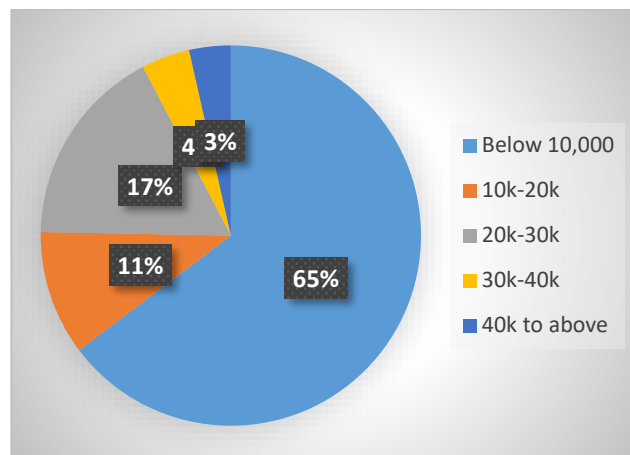
Graph no.3

Interpretation: The above chart shows the most of the responses are students with the 123 responses (72.40%) next responses are employee with the responses are 29 (17.10 %) next responses are business owner with the responses of 12 (7.10%) next responses are the Homemaker with the responses are 6 (4%). No responses are the other occupation. Most of the responses are the students.

4. Income:

Income	No. of responses	Percentage
Below 10,000	110	64.70%
10k-20k	18	10.60%
20k-30k	29	17.10%
30k-40k	7	4.10%
40k to above	6	3.50%
Total	170	100%

Table no.4



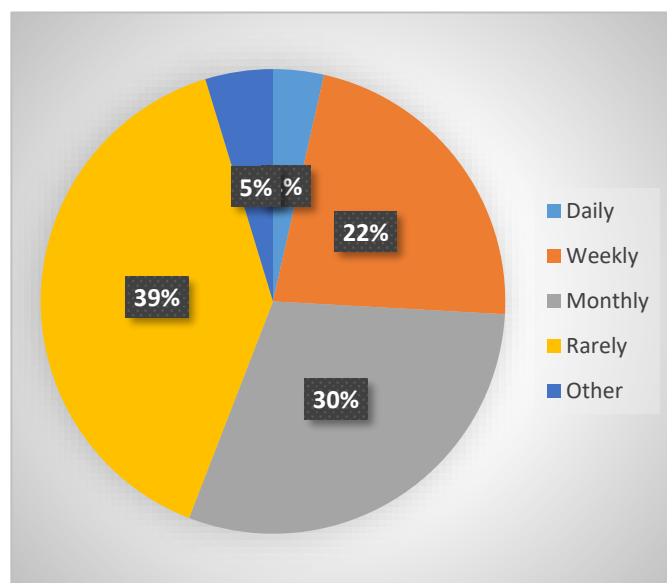
Graph no.4

Interpretation: The above chart shows the most of responses income below 10,000 with the responses are 110 (64.70%) next is the 20k-30k with responses is 29 (17.10%) , next responses is the 10k-20k responses are 18(10.60%) , next is 30k-40k with responses are 7 (4.10%) and the last responses is 40k to above responses are 6 (3.50%).

5. How Often Do You Shop Online?

Online Shopping	No. of Responses	Percentage
Daily	6	3.50%
Weekly	38	22.40%
Monthly	51	30%
Rarely	67	39.40%
Other	8	4.70%
Total	170	100%

Table no.5



Graph no.5

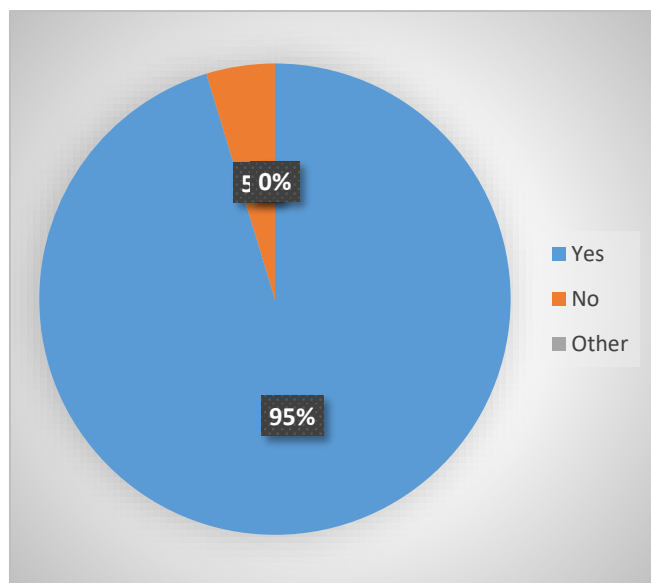
Interpretation: The above chart shows the most responses are rarely with the responses are 67 (39.40%) , next is the

monthly with the responses are 51(30%) , next weekly with the responses are 38(22.40%) , next is other with the responses are 8 (4.70%) and the last is daily with the responses are 6 (3.50%). The most of responses is having rarely.

6. Do You Read Customer Reviews Before Purchasing A Product Line?

Customer Reviews	No. of responses	Percentage
Yes	162	95.30%
No	8	4.70%
Other	0	0%
Total	170	100%

Table no.6



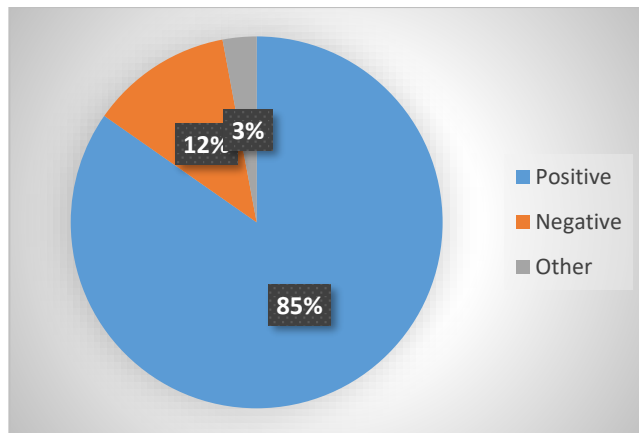
Graph no.6

Interpretation: The above chart shows the most responses are 162 (95.30%) are read reviews before purchasing product line and 8 (4.70%) responses are not read reviews before purchasing product line. No responses for the other.

7. What Type Of Reviews Influences Your Purchase Decision The Most?

Reviews influences	No. of responses	Percentage
Positive	144	84.70%
Negative	21	12.40%
Other	5	2.90%
Total	170	100%

Table no.7



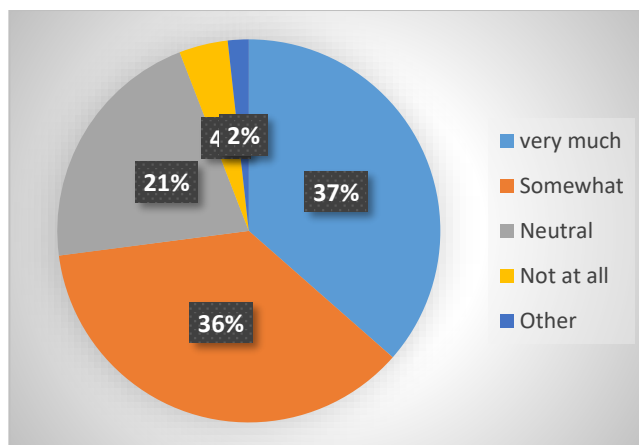
Graph no.7

Interpretation: The above chart shows the most responses are positive 144(84.70%) are reviews influences, next responses is negative 21 (12.40%) are reviews influences and other responses is 5 (2.90%) are reviews influences.

8. How Much Do Customer Reviews Affect Your Final Purchase Decision?

Reviews effect on final purchase decision	No. of responses	Percent age
very much	62	36.5%
Somewhat	62	36.5%
Neutral	36	21.1%
Not at all	7	4.1%
Other	3	1.8%
Total	170	100%

Table no.8



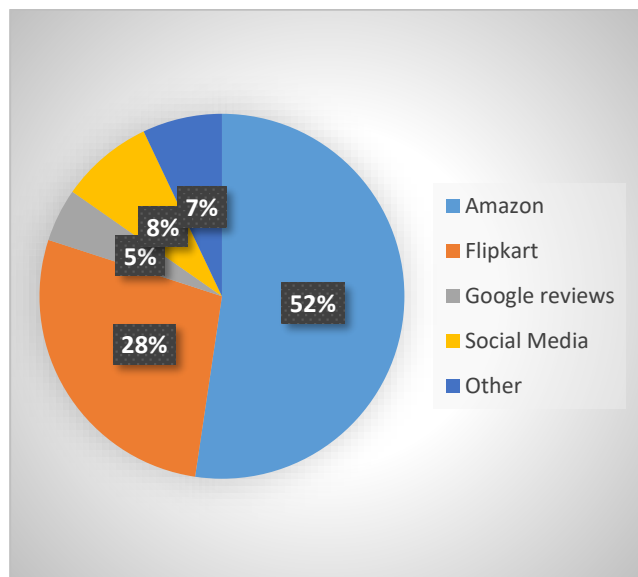
Graph no.8

Interpretation: The above chart shows the most responses are very much and somewhat are equal responses are 62 (36.50%), next responses is neutral 36(21.1%), next responses is not at all with the responses are 7 (4.1%) and other responses is 3 (1.8%).

9. Which Platform Do You Trust The Most For Customer Reviews?

Which platform do you	No. of	Percentag
Amazon	89	52.4%
Flipkart	47	27.6%
Google reviews	8	4.7%
Social Media	14	8.2%
Other	12	7.1%
Total	170	100%

Table no.9



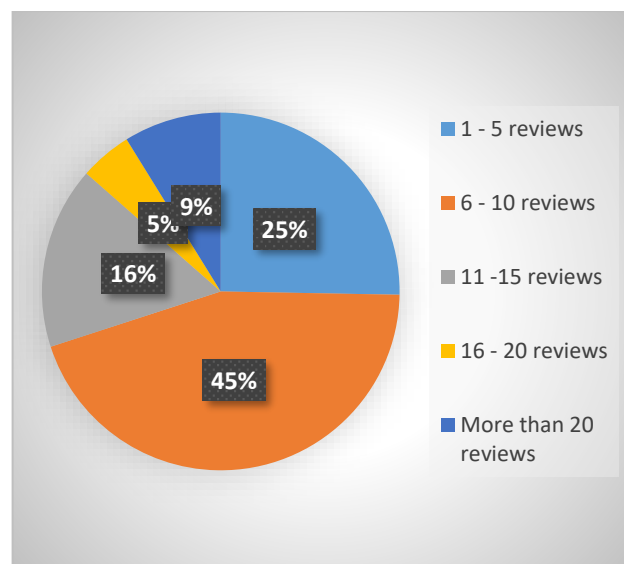
Graph no.9

Interpretation: The above chart shows the most responses are amazon with the responses are 89 (52.4%) , next is Flipkart with the responses are 47 (27.6%) , next is social media with the responses are 14 (8.2%) , next other with the responses are 12 (7.1%) and last is google reviews with the responses are 8 (4.7%).

10. How Many Reviews Do You Usually Read Before Making A Purchase?

How many reviews read	No. of	Percent
1 - 5 reviews	43	25.30%
6 - 10 reviews	76	44.70%
11 -15 reviews	28	16.50%
16 - 20 reviews	8	4.70%
More than 20 reviews	15	8.80%
Total	170	100%

Table no.10



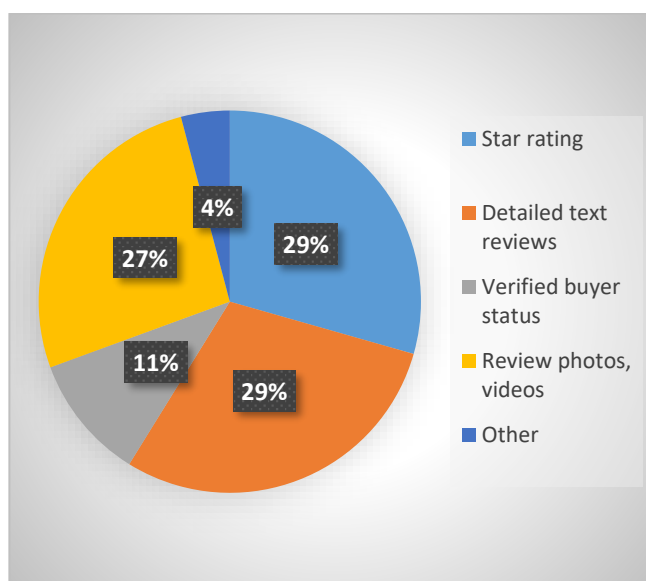
Graph no.10

Interpretation: The above chart shows the most responses are 6-10 reviews with the responses are 76 (44.7%), next is 1-5 reviews with the responses are 43 (25.3%), next is 11-15 reviews with the responses are 28 (16.5%), next review is more than 20 reviews with the responses are 15 (8.8%) and last is 16-20 reviews with the responses are 8 (4.7%).

11. What Factors In A Reviews Impact Your Decision The Most?

Factors	No. of responses	Percentage
Star rating	50	29.40%
Detailed text reviews	50	29.40%
Verified buyer status	18	10.60%
Review photos, videos	45	26.50%
Other	7	4.10%
Total	170	100%

Table no.11



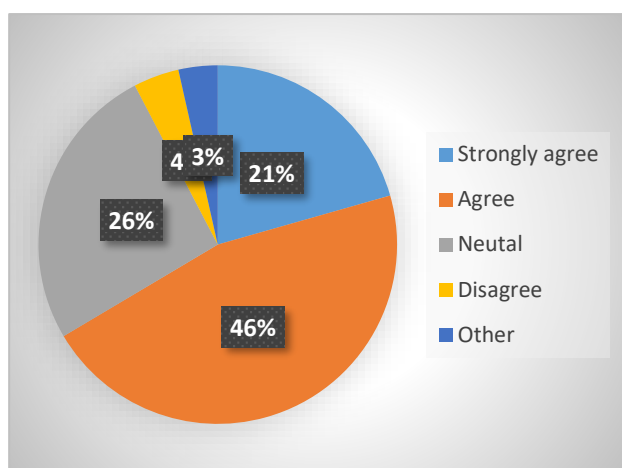
Graph no.11

Intpretation: The above chart shows the most responses are star rating and detailed text reviews are equal with the responses are 50 (29.4%) , next is reviews photos , videos with the responses are 45 (26.5%) , next is verified buyer status with the responses are 18 (10.6%) and the other with responses are 7 (4.10%).

12. Do You Think Online Customer Reviews Are Genuine And Trustworthy?

Reviews are genuine and	No. of	Percenta
Strongly agree	35	20.60%
Agree	78	45.90%
Neutral	44	25.90%
Disagree	7	4.10%
Other	6	3.50%
Total	170	100%

Table no.12



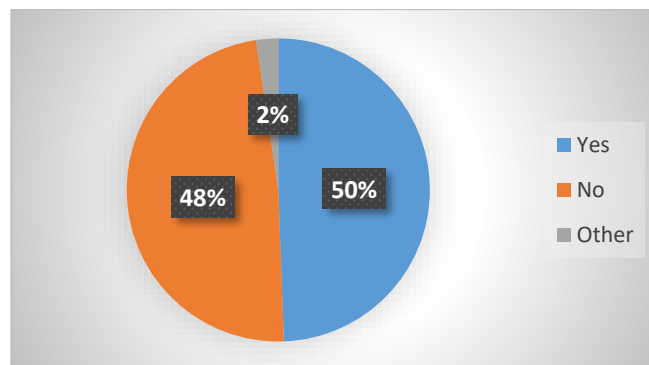
Graph no.12

Interpretation: The above chart shows the most responses are agree with the responses are 78 (45.9%) , next is neutral with the responses are 44 (25.9%) , next is strongly agree with the responses are 35 (20.6%) , next is disagree with the responses are 7 (4.1%) and the other with the responses are 6 (3.5%).

13. Have You Ever Bought A Product Based On Fake Or Misleading Reviews?

Fake or misleading	No. of	Percentag
Yes	84	49.40%
No	82	48.20%
Other	4	2.40%
Total	170	100%

Table no.13



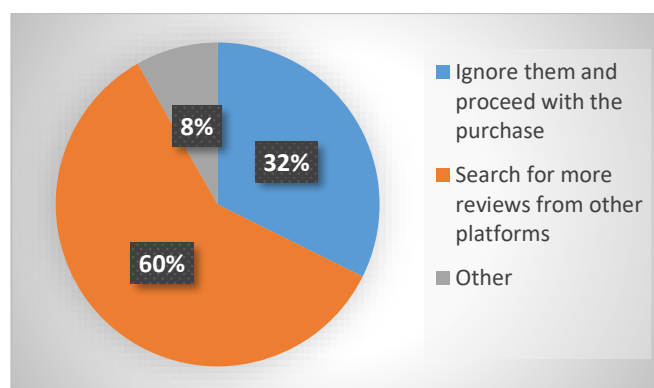
Graph no.13

Interpretation: The above chart shows the most responses are yes with the responses are 84 (49.4%), next is no with the responses are 82 (48.2%) and other responses are 4 (2.4%).

14. What Do You Do When You Suspect Fake Reviews On A Product?

Fake reviews	No. of	Percent
Ignore them and proceed with	55	32.40
Search for more reviews from	101	59.40
Other	14	8.20%
Total	170	100%

Table no.14



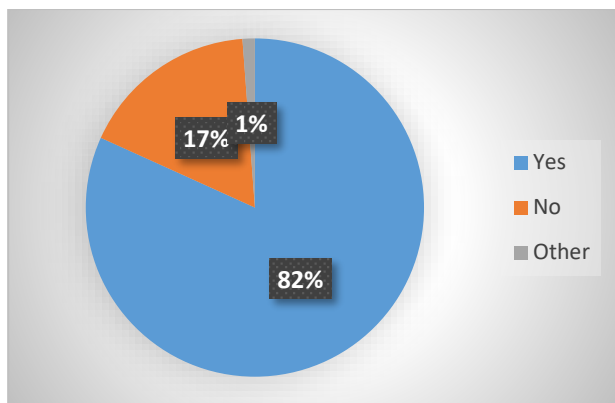
Graph no.14

Interpretation: The above chart shows the most responses are search for more reviews from other platforms with the responses are 101 (59.4%) , next response is ignore them and proceed with the purchase with the responses are 55 (32.4%) and other with responses are 14 (8.2%).

15. Have You Ever Changed Your Decision After Reading Reviews?

Changed decision after	No. of	Percent
Yes	139	81.80%
No	29	17.10%
Other	2	1.20%
Total	170	100%

Table no.15



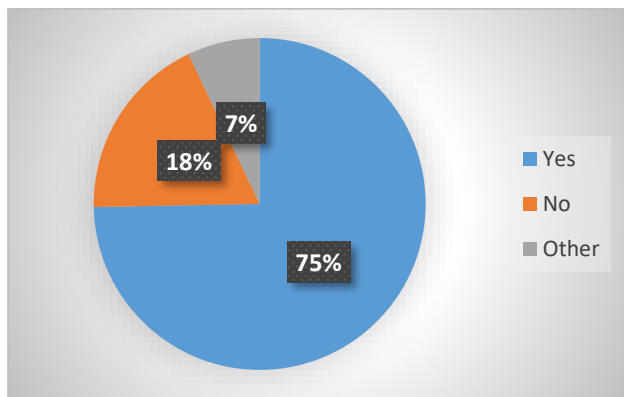
Graph no.15

Interpretation: The above chart shows the most responses are changed their decision after reading reviews with the response are 139 (81.8%) , next 29 responses are not changed their decision after reading reviews and other with the response are 2 (1.2%).

16. Do You Prefer Product With A Mix Of Positive And Negative Reviews Over Those With Only Positive Reviews?

Positive and Negative	No. of responses	Percentage
Yes	127	74.70%
No	31	18.20%
Other	12	7.10%
Total	170	100%

Table no.16



Graph no.16

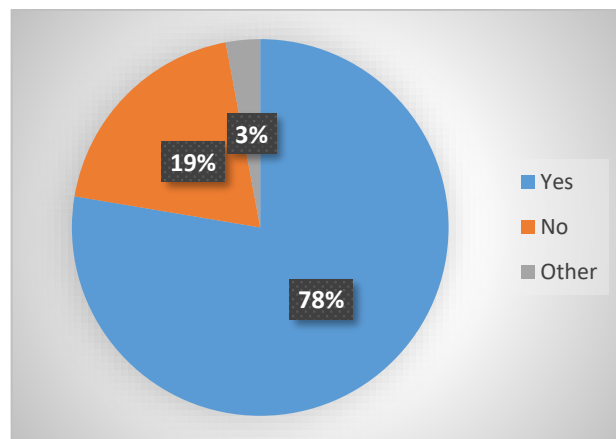
Interpretation: The above chart shows the most responses are yes with the responses are 127 (74.7%), next is no with the responses are 31 (18.2%) and other with the responses are 12 (7.1%).

17. Do Video Reviews Like (Youtube , Instagram Etc.) Influence You More Than Text Reviews ?

Video reviews	No. of responses	Percentage
Yes	132	77.60%
No	33	19.40%

Other	5	2.90%
Total	170	100%

Table no.17



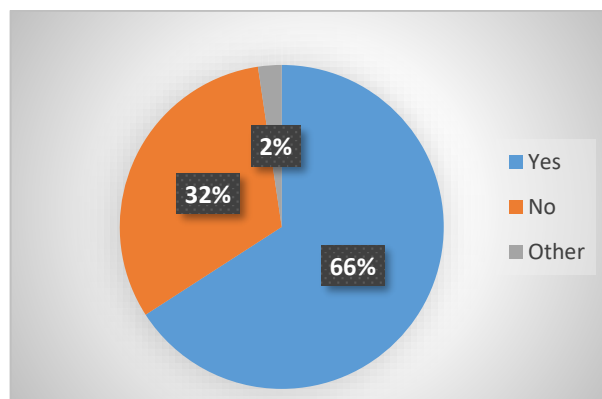
Graph no.17

Interpretation: The above chart shows the most responses are Yes with the responses are 132 (77.6%), next is No with the responses are 33 (19.4%) and other responses are 5 (2.9%).

18. Have You Ever Left A Review After Purchasing A Product Online?

Left a review after	No. of	Percenta
Yes	112	65.90%
No	54	31.80%
Other	4	2.40%
Total	170	100%

Table no.18



Graph no.18

Interpretation: The above chart shows the most responses are Yes with the responses are 122 (65.9%), next is no with the responses are 54 (31.8%) and other with the responses are 4 (2.4%).

19. What Motivates You To Leave A Reviews?

Motivates you to leave a	No. of	Percenta
Good experience	98	57.60%
Bad experience	21	12.40%

Received incentives	16	9.40%
Free product	15	8.80%
Other	10	5.90%
Just to help	10	5.90%
Total	170	100%

Table no.19



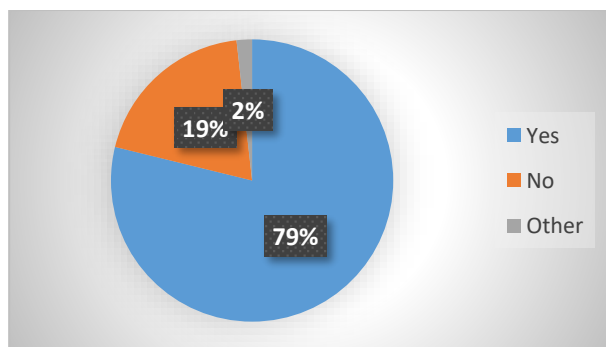
Graph no.19

Interpretation: The above chart shows the most responses are good experience with the response are 98 (57.6%) , bad experience with the responses are 21 (12.4%) , received incentives with the responses are 16 (9.4%) , free products with the responses are 15 (8.8%) and just to help and other responses are equal with the responses are 10 (5.9%).

20. Do You Recommend Product To Others Based On Online Reviews?

Recommend product	No. of responses	Percentage
Yes	134	78.40%
No	33	19.40%
Other	3	1.80%
Total	170	100%

Table no.20



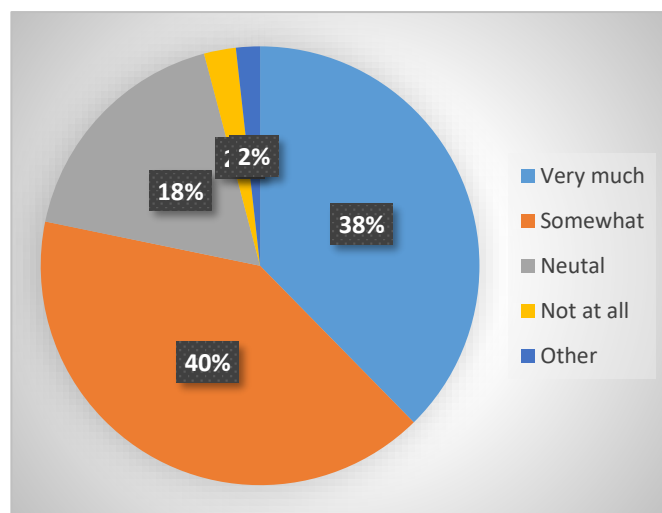
Graph no.20

Interpretation: The above chart shows the most responses are yes with the responses are 134 (78.4%) , No with the responses are 33 (19.4%) and other responses are 3 (1.8%).

21. How Much Do Online Review Influence Your Trust In A Brand?

Trust in a brand	No. of responses	Percentage
Very much	64	37.60%
Somewhat	69	40.60%
Neutral	30	17.60%
Not at all	4	2.40%
Other	3	1.80%
Total	170	100%

Table no.21



Graph no.21

Interpretation: The above chart shows the most responses are somewhat with the responses are 69 (40.6%) , very much with the responses are 64 (37.6%) , neutral with the response are 30 (17.6%) , not at all with the responses are 4 (2.4%) and other with the response are 3 (1.8%).

VI. STATISTICAL ANALYSIS

H0: Customer reviews have no significant influence on consumer trust and confidence in online shopping.

H1: Customer reviews have a significant influence on consumer trust and confidence in online shopping.

D	E	F	G	H	I	J	K
Chi square calculation							
Trust in a brand	Observed value	Expected value	x2				
Very much	64	34	26.4706				
Somewhat	69	34	36.0294				
Neutral	30	34	0.47059				
Not at all	4	34	26.4706				
Other	3	34	28.2647				
Total	170	170	117.706				
X2 table value	X2 calculated value						
9.488	117.7059						
As table value is less than calculated value. We reject H0 (null) and accept H1 (alternative)							
Note:-							
χ^2 = chi square							
O = Observed value							
E = Expected value							
Formula:- $\chi^2 = (O-E)^2/E$							
Degree of freedom :-4							
Significance :- 0.05							

Since the table value is less than calculated value, H0 is reject and H1 is accept. So there is significant impact of customer review on online purchase decision with amazon.

VII. FINDINGS

- Females are the majority of the respondents (55.3%), while males account for (44.7%).
- The most of the peoples are respondents rarely make purchases (39.4%). In the online platforms.
- A Hague majority (95.3%) read reviews before purchasing products.
- Reviews are mostly positively influential (84.7%), while only a small percentage report a negative influence.
- Amazon (52.4%) and Flipkart (27.6%) are the top platforms for checking reviews.
- Most respondents look at 6–10 reviews (44.7%) while before purchasing.
- Responses are nearly even between those who believe fake reviews exist (49.4%) and those who don't (48.2%).
- Star ratings and detailed text reviews are equally preferred (29.4%), followed closely by photos/videos (26.5%).
- Responses are nearly even between those who believe fake reviews exist (49.4%) and those who don't (48.2%).
- 65.9% believe they have posted genuine reviews.
- 78.4% have not regretted following reviews.
- Most respondents are somewhat (40.6%) or very much (37.6%) influenced by online reviews.

VIII. SUGGESTIONS

1. Since females form the majority of respondents (55.3%), platforms and sellers can tailor marketing strategies and campaigns with content and product suggestions that resonate more with female

consumers, especially in categories like fashion, personal care, and household items.

2. Encourage Purchase Frequency with 39.4% rarely making purchases, introduce. Limited-time deals or flash sales, personalized product recommendations, Loyalty programs or reward points. These can increase engagement and convert occasional buyers into regular customers.
3. Highlight Positive Review Impact, as 84.7% are positively influenced by reviews, encourage happy customers to leave feedback by, Prompting reviews after purchases, Offering small incentives like coupons for honest reviews.
4. Optimize Presence on Amazon & Flipkart. Since Amazon and Flipkart are primary review platforms, businesses should: Actively manage reviews on these sites, quickly respond to negative reviews to build credibility, Use A+ content and verified purchase responses for transparency.
5. Encourage Mid-range Review volume. Since most users check 6–10 reviews, ensure: products have a minimum of 10 detailed and recent reviews, promote “most helpful” reviews to appear at the top.
6. Diversify Review content, since users value star ratings, text, and visuals, sellers should: Encourage users to upload images and videos with their reviews, allow filtering reviews by type (text-only, photo, video).
7. Promote genuine feedback, since 65.9% believe they write genuine reviews, reinforce this by: Avoiding over-incentivization, Encouraging honest experiences (positive or negative).
8. Showcase Trust Outcomes, with 78.4% not regretting trusting reviews, brands can: Feature real review testimonials in ads or landing pages, Include review summaries like “most buyers found this useful” or “X% made a repeat purchase.

IX. CONCLUSION

The most of the consumer are read reviews before making an online purchase, also find them positively influential .In demographic most of the responses is young adults only, mainly female and also students. Amazon and Flipkart are the most trusted platforms for checking reviews, indicating that business should focus their review management efforts on these platforms. Most respondents prefer a moderate volume of reviews (6-10) and value both star ratings and detailed text equally, with a strong interest also in photos and videos. Responses are nearly even between those who believe fake reviews exist (49.4%) and those who don't

(48.2%), this suggest a need for platforms to improve transparency and verification. A large portion of consumer are changed their purchasing decision after reading reviews, this confirms that the reviews role is influencing and validating consumer behavior. The majority of consumers are believe they write genuine reviews, showing a willingness among consumers to contribute honestly. Purchase frequency is low because of consumers are doing rarely on online shopping, suggesting potential for growth in regular purchasing through engagement strategies.

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